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PATENT
Attorney Docket No. 08011.3000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Application of: |) | |
| |) | |
| John B. FERBER |) | Group Art Unit: 3628 |
| |) | |
| Application No.: 09/753,685 |) | Examiner: BORISSOV, Igor N. |
| |) | |
| Filed: January 4, 2001 |) | Confirmation No.: 1659 |
| |) | |
| For: SYSTEM AND METHOD FOR |) | |
| TRANSMISSION OF |) | |
| ADVERTISING TO WIRELESS |) | |
| DEVICES |) | |

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REPLY TO OFFICE ACTION

In reply to the Office Action mailed May 7, 2007, the period for response extending through August 7, 2007, Applicant requests reconsideration of the above-identified in view of the following remarks.

Remarks follow on the next page of this paper.